



HW Snacks in China

January 2026

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness and busy lifestyles continue to boost sales

INDUSTRY PERFORMANCE

Snacks perceived to aid weight management efforts increasingly favoured

Vegetarian becomes the top health and wellness claim in 2024

Interest in natural snacks remains strong despite drop in total sales

WHAT'S NEXT

Snacks with functional benefits set to become more popular

Vegetarian projected to remain the leading claim in value terms

Overall demand for natural products expected to rebound

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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[Health and Wellness in China - Industry Overview](#)

EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity

Interest in clean label varieties continues to rise

WHAT'S NEXT

Outlook for health and wellness remains broadly favourable

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